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82402 7590 08/19/2011
 Straub & Pokotylo
 788 Shrewsbury Avenue
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John C. Pokotylo (Depositor's name)
 (Signature)
 November 18, 2011 (Date)

11/21/2011 EEKUBAY2 00000002 501049 10795807

01 FC:1501 1740.00 DA
 02 FC:1504 300.00 DA
 03 FC:8001 3.00 DA

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10795807	03/08/2004	Salar Arta Kamangar	GOOGLE-40APP (GP-092-00-11)	7711

TITLE OF INVENTION: ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER COMPETITION

APPL. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510 \$1740	\$0	\$0	\$1510 \$2040	11/21/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
LASTRA, DANIEL	3688	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).
☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list
 (1) the names of up to 3 registered patent attorneys or agents OR, alternatively,
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 John C. Pokotylo
 2 Straub & Pokotylo
 3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Google, Inc.

Mountain View, California

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature

John C. Pokotylo

Date

November 18, 2011

Typed or printed name

John C. Pokotylo

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36,242

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